

Contacts

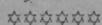


November, 1937

Seventy Million Can't Be Wrong!

In Canada and the United States there are nearly Seventy Million Life Insurance Policyholders

"What a grand endorsement of Life Insurance that is!"



It's Easy to Pay — The Eaton Way!



The T. Eaton Life Assurance Company
Seventh Floor, Hargrave Street - - - Winnipeg

CONTACTS

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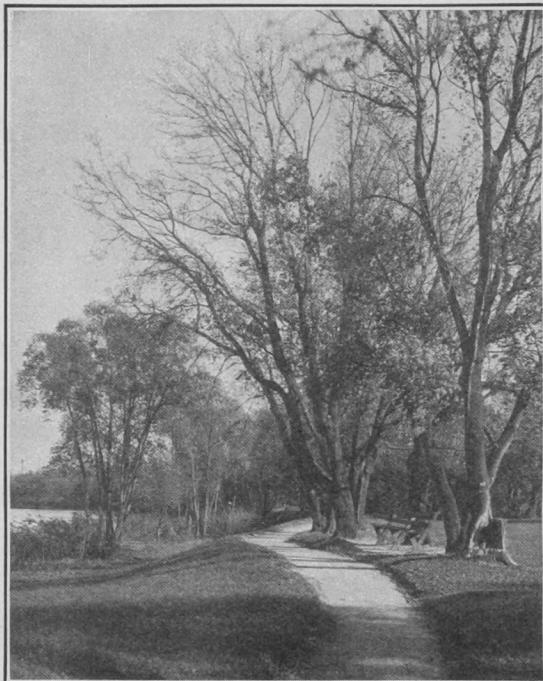
Editor: W. E. C. HURLBURT

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No. 11

November



*An Autumn Scene in Kildonan Park
by an Eaton camera enthusiast*

"The yellow year is hastening to its close;
The little birds have almost sung their
last,
Their small notes twitter in the dreary
blast—
That shrill-piped harbinger of early
snows;

"The patient beauty of the scentless rose,
Oft with the morn's hoar crystal
quaintly glassed,
Hangs a pale mourner for the summer
past,
And makes a little summer where it
grows."

—Coleridge.

OCTOBER VISITORS



Mr. Chas. E. Band, of Hollywood, California, paid a surprise visit recently to many of his early co-workers. Mr. Band was one of the first to come to Winnipeg from Toronto for the opening of the Store in 1905.

When Mr. Band left to take up permanent residence in the land of sunshine sixteen years ago, the best wishes of his many friends went with him.

He now lives a retired life, but each day finds him busy with one project or another, occupying his time in some useful way.

October also brought many Eatonians to Winnipeg from points East and West.

Mr. L. B. Stiles, Oriental buyer, spent a few days in the city. Mr. Stiles is planning a trip to India in the near future and has promised to write some of its highlights for *Contacts*.

The following Eaton factory heads also arrived in Winnipeg for a brief stay:

Toronto—Mr. Frith (F72), Mr. Deavitt (F12), Mr. Treleaven (F7).

Montreal—Mr. Lanskrone (F31).

St. John—Mr. Hamilton.

Hamilton—Mr. Whelepley (F72), Mr. Layden (F71).

* * *

On her way back home from a holiday trip to New York, Miss McDougall of our Edmonton Store's Advertising staff, dropped into the City Advertising Office for a brief visit.

The First Santa Claus Letter Arrives!

One hundred and fifteen years ago this Christmas Dr. Clement C. Moore, of New York City, wrote a children's Christmas poem that was destined to live in the hearts of men. He entitled it, "The Visit of St. Nicholas"—but to children the world over it is known as "The Night Before Christmas."

There are still seven weeks till the night before Christmas—but already children are counting the days and their eyes are agleam with excitement!

Below is a photograph of the first Santa Claus fan mail for 1937 to arrive

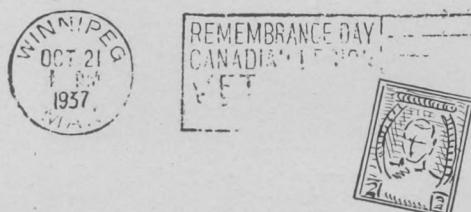
at Eaton's. It came on October 21st—the forerunner of many thousands!

With Santa's permission, we had a peek inside the letter, but, alas, its baby hieroglyphics were beyond us. Moreover, it wasn't even signed! But, of course, Santa understands everything! There really is such a thing as keeping the heart unwrinkled and in tune with the wonderful spirit of Christmas itself!

Do your nerves get on edge with the hustle and bustle of Christmas enthusiasm? Then try to think of this never-ending faith of little children who write to Santa Claus! Think how you are helping to make colorful and beautiful the memories of those who are yet years away from manhood and womanhood!

* * *

*I remember, I remember,
How my childhood fleeted
by,
The mirth of its December,
The warmth of its July!*



*Santa Claus
North Pole*

"Help refused is a hindrance sought and found."—Browning.

Let's Give Them a Helping Hand!

Nothing is more heart-breaking to the new employee unfamiliar with Store routine and the departmental stock than to be given the cold shoulder by an older employee. Cast your mind back over the years a bit. Do you remember the first day you came to the Store as an employee? Didn't you feel bewildered—utterly "green" in your new surroundings? Did someone give you a snippy answer when you asked questions? If so, how did you feel? Or did someone greet you with a friendly smile, introduce you to your fellow-workers—show you how to do the things that are now so familiar to you? We hope it was the latter!

Older employees should encourage new ones coming in their departments. When time permits, show these new arrivals the stock. Answer their question pleasantly, not curtly. Explain all you can when time permits. You will help thereby to uphold the Store's service in a trying period—moreover, you will probably win a friend.

Not This—



First Saleswoman (in a stage whisper)— "Honestly, that new girl is so dumb . . . she told that customer we haven't any . . . and we have loads."

Second Saleswoman—"Yes . . . she used to pester me with questions, too, but I . . ."

Finding that the salesperson doesn't know her stock naturally causes serious annoyance to the customer and distress

to the new employee. No customer should ever be told we haven't certain goods simply because the new salesperson, in fear of receiving a rebuff, fails to seek the necessary information.

We are approaching the busy Christmas season when new faces will be all around us. Then let us give the new employees all the assistance they need—and don't wait till they ask for it.

In helping them we are but applying the Golden Rule, which is the real yardstick whereby all human conduct is measured.

This Is Better!



Regular Saleswoman (in a kindly tone, on noting a new employee in difficulty)— "Perhaps I can help you, Miss —. I know exactly where to find it!"

In the words of Pope's universal prayer:

*"Teach me to feel another's woe,
To bide the fault I see,
That mercy I to others show,
That mercy show to me."*

SELLING IS HELPING

As soon as a salesman gets this idea in his head—selling is helping, he will find himself on the right road.

This idea will knock all the trickery and "high pressure" out of salesmanship and put salespeople in touch with customers.—*Efficiency*.

It may be all right to be content with what you have; never with what you are.

Easing the Burden of the Blind

Eaton Annex Crowded as Women Clubs Unite in Sale of Articles Made by Blind Workers



*Above—"Full busy do my fingers fly,
Their touch can give what eyes deny."
Lower—The musical tinkle of tea cups.*

The musical tinkle of tea cups amid the pleasing hum of countless feminine voices, provided a cosy background to the two-day sale of work by the Institute of the Blind, staged in the Annex on October 8th and 9th.

The venture was sponsored by the Women's Auxiliary of the Institute. In addition, no less than fourteen volunteer organizations assisted in the undertaking. The funds thus raised, explained Major E. Flexman, superintendent of the Institute for the Blind, help to provide additional comforts for the blind of advanced age or those unable to work.

"Blindness," said the major, "is in itself a heavy affliction to bear, as in the words of that famous blind figure, Helen Keller:

"There is no law on the statute books compelling people to move closer on the bench of life for a blind brother; but there is a Divine Law written on the hearts of men, constraining them to make a place for him—not only because he is unfortunate, but also because it is his right as a human being to share God's greatest gift, the privilege of man to go forth unto his work. The heaviest burden on the blind is not blindness, but idleness, and they can be relieved of this greatest burden. The state can teach the blind to work, but their fellow citizens must furnish the market for their products."

"Thus the loneliness which comes from uselessness and inaction," continued Major Flexman, "is even worse, and it is for that reason that the Institute for the Blind is carrying on

its work. Steady employment transforms these blind people from weary and pathetic creatures into joyous and alert citizens."

Happily we seem to have come a long way in recent years from the wretched lot of the blind beggar who sat on the street corner with his tin cup and pathetic sign. But, we are told, this noble work has scarcely begun.

The voluntary organizations which took part in this effort were:

Women of all the Anglican Churches of Greater Winnipeg; American Women's Club; Women's Club; Imperial Order, Daughters of the Empire; Furby Club; Order of the Eastern Star; Women's Institutes of Norwood, St. Boniface and Winnipeg; Conservative Women's Association; Salvation Army; Lady Orange Lodges; Registered Nurses of Manitoba; Winnipeg Women Teachers; Professional and Business Women's Club; Ladies' Auxiliary to the Amalgamated Civil Servants.

IMAGINATION!

Wanted—men and women with the gift of imagination! There is a need for these select of mankind who think big, who dare, who construct and project miracles out of the commonplace. They are needed now.

One of these modern miracle workers, Charles F. (Boss) Kettering, vice-president of General Motors and in charge of research and development, recently spoke of the need for an "imagination serum." And he went on to say, facetiously but truly, "Think what it would mean to the country if we could take our financial leaders and infect them with this vision-virus and find them suddenly expanded mentally and spiritually, men with the imagination that Wall Street so badly needs."

Not only Wall Street but retailing and manufacturing as well need, particularly now, some magic power to draw back the curtain of the future and show what can be done by the exercise of powers and materials at hand. The last twenty years has been marked with brilliant progress but only a beginning has been made.

Only to the smug or contented does the world seem finished. In the early nineteenth century it was proposed that the United States Patent Office be

closed since all possible inventions had surely been conceived. That proposal was as silly as the contemporary attitude that the limit in business progress has about been reached.

The folk with imagination need to be awakened. They need to be spurred, to be taunted, to be driven to new creative efforts. Tomorrow's brain children are clamoring to be born. Only today's stupidities delay their appearance.

Manufacturing has already achieved spectacular success but it still falters with only two-thirds of the population fairly well provided with the necessities of life. It shares with distribution the responsibility for lifting the entire level.

Distribution's progress is slower—perhaps it has been more deficient in imagination. It rarely calls upon the harnessed titans of power in the production field for their full output. The process of selling merchandise across the counter is still incredibly slow and clumsy.

Today's demand is for creative manufacturing, merchandising and distribution. Today's demand is for men and women who can think on a grand scale, who assault the future and achieve the impossible. Pull up those mental shutters and steal a march on tomorrow.

—*Earl W. Elhart in "Retailing."*

A "BOUQUET" FROM CALGARY

A letter comes to our Mail Order from a suburban home near Calgary, voicing this charming tribute:

"I am extremely pleased with the lovely exchange you made on my kitchen tablecloth; in fact, your exchanges are always very pleasing and of the best. It is a pleasure, indeed, to know that we in Canada have such a splendid store to deal with—always courteous about everything, no matter how many times returned; and to clothing, everything seems to fit as if it is made for me. Your service is the best."

"Just Looking, Thank You!"

*At Eaton's, Attention Should WAIT on Customers—
Not Customers on Attention*

People have their "looking days" as well as their buying days—a fact which all intelligent salespeople recognize, since most of us love to visit stores and see the new things—just as we would visit an exhibition or museum. Here at Eaton's visitors are always welcome and we are expected to treat them with the same courtesy and tact as if they were customers. In most cases they are *preparing to buy*—allow them to look in peace—to a point!



A customer should not be neglected till she fairly forces the goods in the salesperson's hands.

And Here Lies a Fine Art! The principle of letting a customer alone should not be pushed to the extreme of indifference. The tactful salesperson can watch a customer "look" without seeming to help them to look: The salesperson doesn't stare directly at them; yet keeps them ever in the field of vision ready to anticipate their slightest wish.

The first thing to decide when a shopper approaches your counter is—does this person want immediate attention or does she wish to look over the stock herself without any interference from me?

If a customer looks up at you and tries to catch your eye, she wants immediate attention. On the contrary, if she apparently pays no attention to you, acts as if you were not around, and

proceeds to examine the goods herself the chances are she does not wish you to do a thing. She will tell you when she is ready.

Tones of Voice Are Helpful. If you ask the customer, "Can I be of service to you, madam?" and she replies, "Y-e-s" rather hesitatingly and slowly, she doesn't want you yet, but would rather look around herself for a while. If she says in a decided tone, "Yes, thank you," she wants you to serve her instantly. Or should the customer express a desire to examine certain goods, let her alone but stand within hearing so as to be ready if she needs you.

Courtesy, alertness and infinite tact are required in transforming casual callers into customers. We can only hope to touch on this question in these columns. It's a procedure that every successful salesperson will learn for himself by careful study and analysis of each selling experience.

Two mistakes that should certainly be avoided are, first: the bad habit over-aggressive salespeople have of making people who look and do not buy, "*feel mean all over*"—as one recently described her experience. Second: the indifference shown by a lackadaisical salesperson who neglects the customer until the latter fairly forces the goods into his or her hands.

We must realize always that the most important factor is the customer. And the more we strive to bring satisfaction to every customer the more we are doing for ourselves.

NO FEAR OF BRAINWORK

Here are the names of a few great brainworkers who lived to be over 80—Thomas Hardy, Robert Bridges, Tennyson, Tolstoi, Hugo, Voltaire, Ruskin, Carlyle, Newton, Bessemer, Volta, Morse, Sir Isaac Pitman, Wallace, Kelvin, Gladstone, Edison, Carnegie, Lipton, Strathcona, Lister and Watt.

—*Efficiency Magazine.*



A Hundred Words

Courtesy is one gem that every man may own. It may be found on the doorstep of the wealthy or in the home of the humblest dweller. Without it, life is harsh—with it, men are finer. It is an asset for its possessor. It is a key that unlocks doorways of opportunity and creates relationships that are lasting. It is essential to that service we are called upon to perform. Courtesy in selling is the influence that wins the customer's interest and the promise of her return. Such a small thing . . . such a little effort . . . so great a return . . . courtesy.

—C. S. Lusk ("Flash," Eaton's, Toronto.)

* * *

"Now, can anyone tell me," asked the Sunday school teacher, "what are the sins of omission?"

"Please, sir, they're sins we ought to have committed but haven't."—"Hydro News."

* * *

Which Are You?

"I won't"—is a tramp.
"I can't"—is a quitter.
"I don't know"—is too lazy.
"I wish I could"—is a wisher.
"I might"—is waking up.
"I will try"—is on his feet.
"I can"—is on his way.
"I will"—is at work.
"I did"—is now the boss.

—Eaton's, Hamilton, "Bi-Weekly."

* * *

Smile

Passenger—"What makes this train so late, porter?"

Porter—"Well, yo' see, boss, day's a train in front da's behind an' we was behind befo' besides."—"Entre Nous," Eaton's, Montreal.

* * *

The efficiency expert is worse than the statistician but he belongs to the same breed. He will tell you that if a farmer's boy can pick six quarts of cherries in an hour and a girl five quarts, the two of them together will pick eleven quarts. But any farmer knows that the two of them together won't pick any.

—"Printcfs."

Turning the Tables

Knott and Shott fought a duel. The result was that they changed conditions . . . Knott was shot and Shott was not . . . It was better to be Shott than Knott.

—"Flash," Eaton's, Toronto.

* * *

A dapper young man entered a banker's office and said, "I've an attachment for your typewriter, sir, which I—"

"Well," interrupted the banker, "settle it with her. Your love affairs are no concern of mine."—"Flash," Eaton's, Toronto.

* * *

Patient (in waiting room of doctor's office)— "How do you do?"

Second Patient—"So, so. I'm aching from neuritis."

First Patient—"Glad to meet you. I'm Mendelbaum from Chicago."—"Cash Year."

* * *

Nothing But the Truth

The reporter was interviewing a prosperous soap manufacturer.

"It is a well-known fact," he said, "that you made your fortune out of soap, Mr. Lather. Now, to what do you attribute your success?"

"To clean living, my friend; to clean living," was the reply.

* * *

"Yep, my company makes the green traffic lights."

"Really? Is it a going concern?"

"No, we make red traffic lights, too."

—"Key of the House," Selfridge's.

* * *

Worry Over the Opinion of Others?

The only intelligent response to the opinion of others is to appreciate good criticism and use it. If it is unfair and foolish, forget it.

—"Entre Nous," Eaton's, Montreal.

* * *

Tact in Speaking

Salesmen and public speakers must teach without seeming to teach. Most grown people resent being taught. The pill of knowledge must be sugar-coated.

The best way to begin a speech is to say—"As you are all aware." An electrical engineer, speaking to an audience in London, began by saying—"As you are laymen, you will not be able to follow me." What could have been worse than that?—"Efficiency Magazine."

* * *

A man must have vision . . . or supervision.

* * *

Inefficient workers are always the first to endorse the strike agitator.

"He Talked Too Much"

The Immortal Mark Twain Tells a Story That Aptly Illustrates What Too Much Talking Will Do

"Some years ago," says Mark, "a missionary came to my home town. He had a vast amount of experience among the city poor. And one night I went to hear about the misery and distress he had seen. I remember I had four one-hundred-dollar bills in my pocket. I had also some small change, just enough to make a good appearance when the plate came around.

"Well, the missionary began to tell us about the suffering in the city slums, and about a husband with his dogged courage, striving and fighting to make both ends meet; and about the little wife with her brave smile, choking down the lump that rose in her throat, and about the children crying for bread. And as he went on I felt my enthusiasm for this cause rising higher and higher, and I said to myself: 'I'll give one of these bills when the plate comes around.'

"Then he went on and told about how work failed, and the husband came home with a white, despairing face, and the little wife looks up at him, still cheerily smiling while her heart was breaking, and how the children pined and wasted away for lack of nourishment. Oh, it was terrible; it was heart-rending. And it so played on my feelings that I thought I must help them. I'll spare two of those bills. And then he told how sickness came, and how the brave wife at last lay dead, and the husband sat by her side with his heart broken and his brain reeling, holding her dead hand in his while sheriffs took the bed upon which she had lain; and the children were huddled in a corner crying softly and affrighted, and my feelings were wrought up to such a pitch, I said to myself: 'For heaven's sake send that plate along, so I can put my sympathy in it. I'll give those four bills, and if I can get a piece of paper I'll write a cheque for something more. I can very well spare a little money for a cause like that.' But the lecturer went on talking and talking, and as he talked my enthusiasm calmed and

calmed, and the red blush of my sympathy became paler and paler. And when he had been talking about one hour I had saved one of those bills; and when he had talked five minutes more, two of those bills were mine again; and when he had been talking another hour I had won all four back, and, by gosh, when he finally did send the plate round, I borrowed ten cents out of it to pay my car fare home."

* * *

Mark Twain's experience is not unlike the attitude of the salesman who talks himself in and out of an important sale. Knowing when you've said enough is a fine art. "*'Twere better to have been silent than to have said nothing.'*"

"AN OUNCE OF PREVENTION—"

Here's a Bit of Expert Advice from Our Engineers' Staff to Contact Readers

"With the advent of colder weather comes the usual toll of accidents and occasionally fatalities in the home. Some of these are due to poorly lighted basements, but more often are they due to carelessness in handling the furnace or boiler.

"To operate a boiler or furnace safely make yourself acquainted with all damper controls and use your head in the adjustment of these, as they have a bearing on your health and life. Never operate a hot-air furnace with a cracked pot or leaking joints, as coal gas will get into the air through the cracks, endangering your health and that of your family. Your furnace man and your coal dealer will willingly give you advice.

"Don't break his leg, however, crawling into your basement for the want of light." —Engineers.

"You cannot easily put too much work into a job; what you cannot put in too much of is intelligence." —Lord Tweedsmuir.

"Just a Cold"

*Don't Be One of Those Who Try To Let a Cold "Take Its Course"—
Such a Procedure is Often Costly and Dangerous!*



"Oh, it's just a cold, it will have to take its course"—there are few, if any, more silly phrases in our language!

Neglecting the common cold puts thousands of people on their backs and leads to hundreds of deaths every winter!

We have no right to neglect a cold—for our own sake, and for the sake of others. From official records we learn that:

- 1—*Colds cost an average of \$60.00 a year to every family in the nation.*
- 2—*Colds are ten times more common than any other sickness.*
- 3—*Colds cost more lost time than any other single cause.*
- 4—*Seven out of ten women, four out of ten men, lose working time through colds.*
- 5—*Many cases of pneumonia, tuberculosis and other serious illness are due to neglected colds.*
- 6—*Many children's diseases— whooping cough, measles, scarlet fever, and even meningitis—may start like an ordinary cold.*

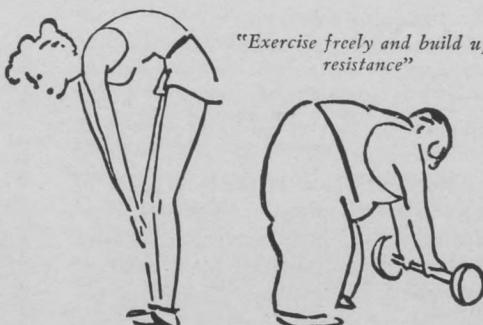
"A sound mind in a sound body is a short but full description of a happy state in this world."—Locke.

Do's and Don'ts

Everybody should know these simple ways to prevent and relieve the common cold. If a cold should overtake you while in the Store, go to the Store Hospital right away and consult Miss King. The following medical advice will also prove helpful:

- 1—Don't let yourself get over-tired—either physically or mentally.
- 2—Dress warmly—but not *too* warmly.
- 3—Don't sit in drafts. Look out for sudden changes in temperature.
- 4—Keep your pores open. Keep your mouth closed, breathe through your nose.
- 5—Use a nose spray and a mouth wash. Gargle morning and night.
- 6—Don't over-eat or under-eat. Drink plenty of water.
- 7—At the very first sniffle or sneeze—*go into action!* You should have salts like Eno or Sal Hepatica in your medicine cabinet, or an alkaline which corrects the acid condition in your system. Orange juice is very effective.
- 8—Once a cold has taken hold—a hot bath, a hot orange or lemon drink, a couple of aspirin tablets, and into bed. When the doctor comes, he'll prescribe the treatment to loosen your chest, clear your head, stop your cough, bring down your fever.
- 9—Most of us get enough exercise in the summer months but often "fold up" when winter comes. *Exercise and keep fit in the cold months also! Build up the resistance of yourself and your family so that you don't catch a cold*, even in the midst of an epidemic. Your medicine cabinet should contain at least one of the resistance-building vitamin A products—such as cod liver oil or halibut oil, liquids, capsules, or tablets, easy to take.
- 10—Don't try to "get along" as usual, and pass your cold along to half a dozen others. Do what the doctor tells you! His guidance will win one more quick victory in the War on Colds.

"Exercise freely and build up resistance"



The All Important Approach!

If you were the customer, how would you classify the seven different selling approaches listed below?

Unquestionably, it wouldn't take the mentality of "Minnie Mouse" to decide which of them are positive and helpful—which are negative and discouraging to business. Yet, peculiarly enough, the four negative approaches in this group were used by a few—and fortunately a very few—Eaton salespeople recently.

Perhaps these employees are new to the selling world. If so, they have yet to learn that *the first principle of salesmanship is to secure favorable attention.*

When the salesperson approaches the customer in a negative, indifferent, or unpleasant manner, an unfavorable impression of Eaton service is registered that is unfair to the Store and its employees as a whole. "Never again will I let that salesman serve me," may be the customer's resolve. Or worse: "Never again will I shop at Eaton's!" Our Store enjoys an enviable reputation for service of a high character. A customer lost by indifferent salesmanship should be the next thing to impossible.

1—"Yes!"

Abruptly as if to say, "What do you want, come on out with it, don't keep me waiting!"

2—"What are you going to have?"

Mechanically, and without looking at the customer.

3—"About how much do you want to pay?"

Bad psychology and actually none of the salesperson's business. *Trade up* to your better quality merchandise—how well you present the facts will largely determine how much this customer will want to pay.

4—"It's all we have."

How much nicer to have added the word, "sorry." Better still, to have sincerely tried interesting the customer in goods similar to those asked for.

* * *

Now, let's look at the bright side of this approach picture: The last three are typically Eaton Service at its best. Each was accompanied by a smile of genuine friendliness.

5—"May I serve you, sir?"

6—"It doesn't matter, madam. I'll be glad to show them to you anyway."
When impossible to interest customers in other goods.

7—"If you will give me your name and address we shall be glad to try and get it for you, sir."

CONGRATULATIONS TO THOSE FORTY-ONE MONTREAL EATONIANS!

A novel contest was staged by Eaton's, Montreal, recently in the interest of better service. It seems that "A Mysterious Stranger" spent a few days in the Store testing the staff on their Approach, Knowledge of Merchandise, Salesmanship, Suggestive Selling and Appearance. Forty-one employees each won the \$1.00 award for a fine record in all the points.

Here are some of the "Stranger's" findings as published by *Entre Nous* for the benefit of those who "just missed":

The Approach—Prompt and welcoming in the majority of cases, but sometimes I had to Ask for Service. You thought I was "looking" but I really wanted to make a purchase.

Knowledge of the Merchandise—Thorough as far as I can tell. Am I right?

Salesmanship—Capable, interested and really helpful, though in some instances it was indifferent, uninterested and there was little or no display. *You Didn't Make Me Want It.*

Appearance—Everyone got 100 per cent on this.

Suggested Selling—Many more than forty-one could have been lucky winners if only you had *Suggested Additional Merchandise.*

"Character is not developed from the statute books. It is created and developed in ourselves. No government can make an individual honest."—Edward D. Duffield, President of the Prudential Insurance Co. of America.

TWEED ULSTER BOUGHT AT EATON'S OVER 30 YEARS AGO STILL GOING STRONG!

Here's one for Mr. Ripley of "Believe It or Not" fame! A Saskatchewan customer writing for a catalogue adds this remarkable fact:

"Findlater, Sask.,

"September 24th, 1937.

"By the way, I am anxious to know what year your Store was opened in Winnipeg. My reason for asking is that my brother bought an Ulster tweed coat from you in that year which he wore for over twenty years. When he moved out to the Coast to live he gave the coat to me and I have had it over eight years. *It is still a good coat, with another ten years of service in it despite the rough wear and rougher abuse I have given it on the farm. It has been thrown into none-too-clean wagon boxes, trampled on with rough and none-too-clean boots, used as a cushion when hauling coal, etc.—in every way put to the most severe tests that any garment could undergo and live!*

"I feel proud of the extraordinary service this coat has given, still retaining its usefulness—in fact it is but very slightly faded despite these years of sun and weather!"

OF INTEREST TO EX-SERVICEMEN

Many Western ex-servicemen are looking forward to attending the *Big Corps Reunion* which is to be staged at Toronto from July 30th to August 1st, 1938.

In a letter to Mr. Harry Reid of the Western Buying Office, Winnipeg, Mr. H. Clendinning of our Western Buying Office, Toronto, expresses the hope that a large "gang" of the boys will be organized from Winnipeg. "As according to arrangements which we are making here now," says Mr. Clendinning, "we are going to try to beat the reunion of 1934."

Western Eatonians who made the Vimy Pilgrimage will recall the prominent part played by "Barney" Clendinning (as he was affectionately known) in that memorable reception given the Western boys by Toronto Eatonians.

"THERE'S NO PLACE LIKE HOME"

Have you ever noticed how travel sharpens one's perspective? How the farther we get away from our hometown the keener is our appreciation of its virtues?

"Tis then that the friendships, the kindnesses, the many advantages that we took for granted as part of our daily round, stand out most clearly! How greatly we miss these blessings when we're many miles away in some strange city where we don't know a soul! It is then we value them for what they really are!

Maybe it's another form of nostalgia (home-sickness)—but like seasickness, though "hard to take" at the time, the results are often beneficial.

Apropos of this, a letter comes to *Contacts* from two young women employees now enjoying a prolonged tour of other cities.

Writing from a Los Angeles hotel, Helen and Betty tell of the grand time they've had visiting numerous cities from Minnesota to New Mexico. A homesick note creeps in, however, as they add, loyally:

"We have seen many fine department stores in our travels but haven't seen one that had the windows dressed quite as nicely as Eaton's. Nor have we seen one quite equal to Eaton's in kindness, courtesy and speedy service. Yes, indeed, we think that Eaton's is not only a mighty nice store to shop in but to work in, too."

A "THANK YOU" NOTE FOR MRS. CRISPIN

Selecting a dress "in the dark," as it were, or at the request of a customer in some distant town, is not the easiest thing in the world to do. It requires sound judgment and experience. From Russell, Manitoba, comes a "Thank you" note to Mrs. Crispin, Dress Department, to whom *congratulations!*

"Just a little note to tell you how very pleased I am with the dress you sent me. It becomes me, and fits splendidly. Thank you for your careful selection."

Caught in THE ACT!



"For smiles from reason flow, to brute deny'd, and are of love the food." -

EATON'S FOR SUNNY S

Science says that it takes no less than 62 muscles to make a frown . . . but only 26 to make a smile! All of which goes to prove that some people overwork themselves needlessly!

Here's a group of sunny smiles captured in a quick dash over the Store. If yours isn't included, perhaps it is among the hundreds of others we missed! But watch out, you may be "shot" next month!

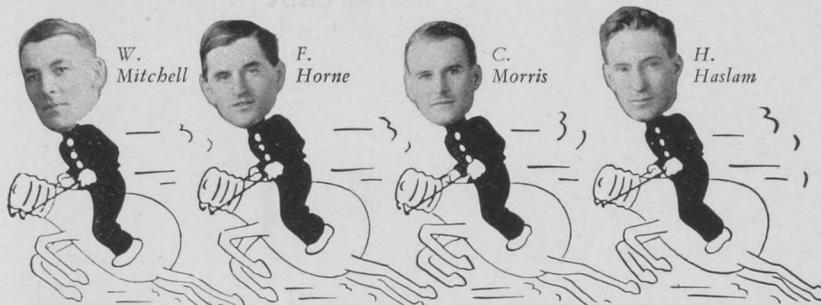
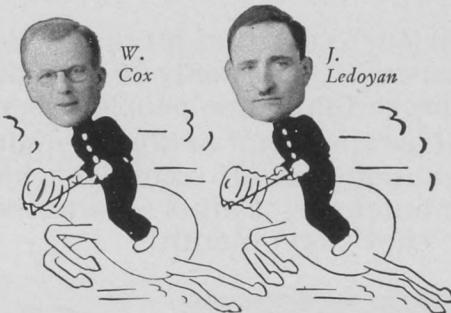


the food."—"Paradise Lost."

SMILES!

*Hearty Congratulations to the
Winners in the*

**Drivers' Annual
Bulb Contest**



CHARGE OF THE LIGHT BRIGADE
(BULB)

GRAND PRIZE WINNER

1st—Driver W. Mitchell
2nd—Driver F. Horne

Section Winners

“A” Section—1st, C. Morris. 2nd, H. Haslam.
“B” Section—1st, W. Cox. 2nd, W. Mitchell.
“C” Section—1st, F. Horne. 2nd, J. Ledoyan.

Nearly a hundred drivers competed in this year's contest and the enthusiasm was greater than ever! Driver Mitchell had a tough time shaking off his adversaries but emerged a brilliant winner of the Grand Prize!

Inspector J. Tourbet took charge of the chart showing each driver's daily progress in the contest—a feature that was greatly appreciated by the drivers.

Apart from its economic value, this annual event has another angle of vital interest. It results in hundreds of Winnipeg homes being better lighted during the long fall and winter evenings. Mighty important when we consider that only a few years ago it was reported that seven out of ten children in the United States had defective vision as a result of improper or insufficient lighting! Thus what untold

benefits there must be in putting many thousands of new light bulbs into circulation!

Special Mention

Here's a salute to the following drivers who also made a splendid showing in the contest!

G. Olson, A. Hull, H. McDonald, A. Harbour, R. English, G. Barlow, W. Sanderson, L. Pilatzke, C. Ayers, M. Elliott.

“O, loss of sight of thee I most complain!
Blind among enemies, O worse than chains,
Dungeons, or beggary or decrepit age!
Light, the prime work of God, to me's extinct,
And all her various objects of delight
Annul'd, which might in part my grief have
eas'd.”

—Milton.

MR. C. W. BRADSHAW HONORED BY STAFF

Honoring their supervisor, Mr. Cecil W. Bradshaw, upon his recent entry into the Quarter-Century Club, the City and Mail Order Dress Departments staged a dinner and presentation in the Spanish Coffee Court on the evening of October 13th.

Mr. Bradshaw was presented with a lovely desk set by Mr. C. Hind (Department 40, Mail) on behalf of those present, and Mrs. Bradshaw with a bouquet of roses, the latter presentation being made by Miss E. French (Department 240). Then followed a rousing sing-song led by Messrs. J. Brownrigg (Department 240) and B. Evans (formerly Department 272). Piano solos were also contributed by Miss Shirley Bradshaw and Mr. Dan Osborne.

WHAT IS THE WORD?

In every lexicon you'll find
Of words, a goodly host.
But what's the shortest of them all
That really means the most?

Though you be smart as others
Your insight may be worse—
You'll find if bright the answer right
Contained within this verse.

The word? After you've guessed it, take a look at the top of Page Twenty-Two and see whether you're right.

WHY YULETIDE?

The history of this word is dimmed a little by the mists of time. But we know that its medieval English form was "yol," from still older Anglo-Saxon "geol," and that it is akin to Icelandic "jol," the mid-winter feast which goes back to heathen times. The word "jol" is unquestionably an ancestor of "jolly." So "Yuletide" from the beginning, perhaps, meant "a jolly time," as it still does, although now in its special Christmas significance.

—*Phoenix Flame.*

1912—1937

Quarter Century Honors

During October the following employees completed twenty-five years of service with the Company:

October 8th—

Miss Jean Mc-
Gimpsey, Depart-
ment 104 (Cash-
iers). Born near
Belfast, Ireland.



October 8th—

Mr. James Flet-
cher, Department
224 (Grocery).
Born at Moira,
County Antrim,
Ireland.



October 11th—

Mr. George B.
Scullion, Depart-
ment 151 (Driv-
ers). Born at Aber-
deen, Scotland.



October 12th—

Mr. Stanley
Buckingham, De-
partment 211
(Staples and Bed-
ding). Born at For-
est Hill, Kent, Eng-
land.



October 12th—

Mr. Cecil W.
Bradshaw, Super-
visor, Departments
240 and 40 (Dress-
es). Born at Toron-
to, Ont.



October 17th—

Mr. William
Hodgson, Head of
Department 230B
(Meateteria). Born
at Sunnyside, Dur-
ham County, Eng-
land.



"It's an owercome sooth fo' age an' youth,
And it brooks wi' nae denial,
That the dearest friends are the auldest friends,
And the young are just on trial."

—Robert Louis Stevenson.

**MISS JEAN HEMBROFF
ADDRESSES EATON
WOMEN'S CLUB**

If you hear of any of the members of the Eaton Women's Club carefully hoarding their nickels and dimes you may be sure that they were among the fifty-one who attended the dinner meeting in the Spanish Coffee Court on Thursday, October 14th. Miss Jean Hembroff, the guest speaker of the evening, illustrated, with humorous incidents, the fun that could be found in travel, provided the traveller had trained her eyes to see and her ears to hear.

Miss Hembroff interpreted new aspects to our own locality as well as giving us quaint and beautiful memory pictures of other lands. Miss Helen Goodman and Miss M. McClure provided the added touch that music gives, the former by her playing and the latter with songs.

The next meeting of the Eaton Women's Club will be Thursday, November 18th. On this occasion the members have voted to bring some inexpensive toy to cost not more than 25 cents. These will be given to the Tribune Empty Stocking Fund.

This club is open to all women in the organization. The membership fee is 50 cents, which you may pay and secure your membership card from any of the following:

Miss D. Claydon, Department 1203 Office.

Miss H. Bailey, Department 40 Office (Mail Order).

Miss A. Johnson, Third Floor Cash Office (Store).

Miss K. M. Kerr, Educational Department (Store).

"I despise the snobbish drones who base their claims to intellectual superiority upon the mere fact that they went to college."—*Harold Bell Wright.*

**A LETTER FROM
JEANETTE MACDONALD**

A Baxter print, bought at Eaton's and sent as a gift to the lovely Jeanette MacDonald, prima donna and movie star of "Rose Marie," "Naughty Marietta," "Maytime" and other unforgettable screen successes—brought a charming reply signed in Miss MacDonald's flowing signature.

The sender, Mrs. Barrie St. Clair, Department 227, was also on the operatic stage in England and Canada for many years with her husband, the late Donald St. Clair.

SPARE THE MAKE-UP

"Be sparing in your use of cosmetics," advises an expert on beauty aids. "Your make-up should be so cleverly used that only the minutest inspection can detect its artificiality, its chief duty being that it compensates for the deficiencies of nature.

"Be especially careful about your eye make-up. Nothing gives a woman a more dissipated 'hard' appearance than too much mascara or eye shadow, neither of which looks very well in sunlight. Eye make-up should be used in the evening only. And never put mascara on your lower lashes. The best of it will melt and cause a black smudge below your eyes."

Tommy was meandering homeward much later than his usual supertime. A friend of the family who happened to meet him said:

"Why, Tommy, aren't you afraid you will be late for supper?"

"Nope," replied Tommy, "I've got the meat."

—*The Symbol.*

* * *

Men are interested in things; women in people. This means a woman will be more impressed and influenced to buy from "testimonials" than men. A man wants information on materials and operation.

* * *

Women are influenced to buy through the desire for economy—not cheapness. They want value for the money at a price lower than the quality seems to warrant. In other words, they want bargains . . . she shops for extra quality, extra style, "exclusiveness," and the limitations set by her purse.

Mr. Trevor Lloyd Addresses Eaton Men's Club

On October 19th, the Eaton Men's Club held their first monthly dinner of the fall season in the Marlborough Hotel, the speaker of the evening being Mr. Trevor Lloyd. That his talk would be of more than usual interest was a foregone conclusion, for Mr. Lloyd, besides being a Fellow of the Royal Geographical Society, is a teacher of distinction, a more than ordinarily keen student of world affairs and a most effective speaker with a fine command of the pointed phrase, both serious and humorous.

Mr. A. D. MacDonell, staff superintendent, introduced the speaker in felicitous terms, and Mr. Lloyd at once plunged into the heart of his subject. In advance he disarmed criticism by observing that his remarks were offered "without the famous Eaton guarantee"—we could either like or dislike his views, but would have no opportunity of refuting them! That many of us would have liked an opportunity of doing so goes without saying, for Mr. Trevor Lloyd is a man of original and decided ideas—so it could hardly be expected that he would hand out platitudes acceptable to all or even a majority of his audience.

He first traced the development of student thought in various European countries, and stressed the fact that student opinion is important because, in Europe, the future rulers of a country are almost always drawn from the student body. In this connection his own personal experiences—in London, Paris, Belgrade, Bukarest and Berlin—were most enlightening, and showed the difficulty of arriving at any common international viewpoint, because of the animosities perpetually separating the different racial groups.

Coming to the European situation as we find it today, he reminded us that, despite appearances to the contrary, nothing happens suddenly in European affairs. Every blow-up, no matter how dramatic, is really the result of long preparations—of many moves and counter-moves tending eventually to the final cataclysm. This led Mr. Lloyd

to advance his general thesis, which was twofold: (1) That some countries are greater than others—greatness nowadays being synonymous with toughness, and (2) that we have measured everything by force—behind every diplomatic move, no matter how apparently conciliatory, lurks the deadly shadow of the dreadnaught. Versailles, for which not even the most enthusiastic of its original proponents now has a kind word, was dead and gone—a scrap of paper in a very real sense. Why, then, invite a similar failure by drifting into another war? Let us rather, suggested Mr. Lloyd, hold the peace conference *before* the war—before passions are inflamed by the bitterness of defeat, or reason is swept from its base by the exultation of victory. Serious obstacles, obviously, would have to be removed before such a conference could be summoned with any hope of success—but these obstacles were not necessarily insurmountable—and, if they could be overcome, the tremendous benefits that would accrue from such a free and untrammelled exchange of views around the council table would be incalculable for ourselves and for future generations.

Enthusiastic applause was accorded Mr. Thomas, Department 220, who rendered two vocal selections, accompanied by Mr. Holt Boyd; and Mr. Elson, Department 122, who pleased with two numbers on the xylophone.

The Eaton orchestra, under the able direction of Bill Lord, Department 48, in both instrumental numbers and in accompanying the general sing-song, performed with their usual verve. Altogether it was a most enjoyable evening and, as Chairman Frank Frogley said (with an approving eye on the attendance), one that augured well for future gatherings of the Eaton Men's Club.

—H. W. Anderson.

"Force by itself cannot sustain a government for long. As Talleyrand said, 'You can do anything with bayonets except sit on them.' "—Beni Prasad.

Where Do We Get—ASBESTOS?

Fourth in a Series of Articles Written for Contacts by Norman S. Brook,
Eaton Research Bureau

Canada produces more asbestos than any other country in the world. In fact, the Canadian output of asbestos fibre amounts each year to between 60 and 70 per cent of the world's total production. Last year, 1936, over 300,000 tons of asbestos was mined in Canada; valued at close to ten million dollars.

Chief among the fifteen or twenty other countries producing asbestos today, are Russia, Southern Rhodesia, Union of South Africa and Cyprus.

In Canada, practically all the asbestos mines or quarries now being worked are in the Province of Quebec, these are located at Thetford, Coleraine and Black Lake; and in the Danville and East Broughton districts.

Among the ranks of modern industries, the manufacture of asbestos products is still young, being scarcely 60 years old, although asbestos itself is literally "as old as the hills." Its valuable properties and uses appear to have been ignored or entirely lost sight of for nigh a thousand years. Yet it was well known to the ancient Romans.

The Romans discovered veins of asbestos in the Italian Alps, and finding the fibres could be spun and woven into fabric, they made asbestos shrouds in which they wrapped the bodies of their noble dead. These fireproof shrouds prevented the ashes of the deceased from getting lost among the ashes of the funeral pyre. A matter of great importance, no doubt, in those days.

It's just as well for us that the ancients did not find too many uses for asbestos—there might be a shortage now, which would be almost a tragedy in this scientific age.

A Physical Paradox

Asbestos is unique among minerals, and well deserves the description: "A physical paradox." Like all other minerals, it comes from mines or quarries; unlike all other minerals, it readily separates into fine silky fibres which possess good strength and flexibility. Asbestos combines qualities unknown to any other substance. It can be spun

into yarn or thread, woven into cloth, felted into sheets or moulded into packings; and, alone among fibres, it is fireproof, weatherproof, mildewproof, and highly resistant to chemical action. It defies the elements.

How Asbestos is Obtained

Quebec asbestos occurs in veins which are found throughout a deposit of serpentine rock. This rock is mined or rather quarried, by the "open pit" method. Large quantities of dynamite are used, and oftentimes entire hillsides are blasted loose to give access to the asbestos-bearing rock.

After a blast, "crude pickers" gather up the loose long fibres, or small bits of rock containing long fibre, and send them to the cobbing sheds. There, workers split the rock from the fibre. When the crude pickers have finished their operations, giant steam or electric shovels begin work on the huge mass of broken rock, loading it into dump cars for transportation to the mill. At the mill it is subjected to repeated crushing and screening which separates asbestos fibre from the rock; suction fans collect the fibre, inspectors check it for grade, and workmen bag it for shipment to manufacturers.

Uses of Asbestos

The automotive industry is the largest consumer of Canada's asbestos, using immense quantities for brake linings and clutch facings. Some idea of the wide variety of products made wholly, or in part, of asbestos may be gained from the following list: Insulation for boilers and pipes, asbestos shingles and roofings, asbestos paper, fireproof theatre curtains, aviators' and firemen's suits, sound-absorbing plaster, filters for acids, moulded electrical fixtures and electric cord insulation for heating appliances, stoves, toasters, electric irons, grillers, etc. More and more uses are being found for this remarkable mineral-cum-textile fibre every day.

Footnote—Some of the information in this article was obtained from "Asbestos," by T. C. Lowrey, in the C.I.L. Oval, which is gratefully acknowledged.

WINDOWS ARE NO LONGER JUST "SILENT SALESMEN"

Today the display window must speak—it can no longer be considered a "silent salesman," Mrs. Polly Pettit, director of the New York School of Display, declared.

Display is not a matter of money so much as ingenuity, Mrs. Pettit said, bringing forth a picture of a window showing a feather balancing a girdle on a scale. Even without the copy, which read: "Light Weight Control for Summer," the display clearly described the lightness of the garment.

Animation or movement, and lighting, were listed by the school head as highly important phases of display of technique. Defining design as an orderly or scientific arrangement, she named as its principles, harmony, balance, proportion, rhythm and color. Merchandise must be so clearly arranged that it can be understood at a glance, she said.

Mrs. Pettit pointed out that the lines from which displays are made come from our natural surroundings, and in display not only the line but its meaning is utilized. The vertical line, for example, inspired by the tall tree, expresses dignity, while the horizontal line suggests repose.

The display manager, she said, is both salesman and artist. She gave it as her opinion that the obvious need for improved display indicates that opportunities in the field are unlimited.

—*Retailing.*

Remember the old proverb: "By fighting you never get enough, but by yielding you get more than you expected."

Lincoln said that, in effect, almost a hundred years ago. Here are his words:

"It is an old and true maxim 'that a drop of honey catches more flies than a gallon of gall.' So with men, if you would win a man to your cause, first convince that you are his sincere friend. Therein is a drop of honey that catches his heart; which, say what you will, is the great high road to his reason."

From "Flash," Eaton's, Toronto, Comes This Charming Little Story—

GREETINGS FROM THE AIR SIX STOREYS UP

If this wasn't a nice little bit of excitement early in the morning! September 18th was Miss Helen Cowling's last morning at her desk in the Adjusting Bureau, for she was leaving to be married. When she arrived at 8.30, she found her desk decked with flowers and congratulations. Then something happened. It seems that there is a very fine pipe organ at Heintzman's on the fourth floor, just across Yonge Street, and every day the music rolls gloriously across the street to our Adjusting Bureau. So a chap in our place had an inspiration. He dashed across to Heintzman's, got hold of the organist and asked him if he would play the wedding march. The organist was delighted to co-operate. And as soon as the signal came from our side of the street, he swung into Mendelssohn's wedding march and the glorious music came pouring into our sixth floor.

You can imagine how amazed everyone was, particularly the bride-elect who went to the window to smile an acknowledgment of the courtesy. And there, high up above busy, bustling Yonge Street, the Heintzman representative called out his congratulations to an Eatonian bride . . . Nice friendly spirit wasn't it? . . . and a pleasant little interlude before work began.

"MYSELF AND ME"

*"I'm the best pal I ever had;
We never have a fuss;
We like to sit and talk about
What's best for both of us."*

—*Adapted.*

Come to think of it, haven't we all dual selves? . . . One to acquire and one to bestow; one to work and one to play; one self to provide what the other self needs.

It isn't selfishness to think about yourself. It isn't arrogance to take pride in your appearance. It isn't egotism to strive to impress others. It's just good sense in the direction of self-progress—especially in business. . . .

—*Montreal Star.*

Extracts from "Callisthenes"

Daily articles by "Callisthenes" have appeared in the "Times" and other London newspapers for the past quarter of a century. These articles, "reflecting the policies, principles and opinions" of Selfridge & Co. Ltd., London, England, were finally assembled in book form. It was Contacts privilege to receive a complimentary copy from Selfridge's, and this we have learned to prize most highly for its inspirational value, its progressive yet understanding spirit.

IT PAYS TO THINK

Thinking looks easy—but it is the hardest work of all.

Physical effort catches the eye. Even the least observant can be thrilled by the visible strain of muscle and sinew as the Clydesdale pulls the load up the hill. So, too, when we see a stoker shovelling coal in through the furnace door. But for all that, the man who is sitting in an armchair looking at a few pencil marks on a piece of paper may be putting upon himself a strain twice as exhausting.

For this reason there is a continual temptation to cut down the amount of thinking that is done in all branches of life.

We are concerned with this human failing chiefly as it applies to commerce. There, as everywhere else, sheer hard thinking is what matters most, and yet the duty of sheer hard thinking is perhaps the one that is most often evaded. Men will do all sorts of things rather than think.

In this House we . . . believe in thinking about every single activity of the day's round and thinking all the time.

If a thing is being well done we do not regard that as excusing us from thinking any more about it: We believe that there is still the duty of thinking how it can be done better. We believe in tradition. No store owes more than we do to the great traditions of British commerce. But we do not believe in accepting it unscrutinized and untested. It still remains for us to see whether the traditional way best ministers to the needs of the public today—and that means thought.

No one ever reached perfection by acting in unreflecting conformity to the past. New steps towards perfection are taken by new thinking. . . .

Habits and rules are good when they release the mind for more fresh think-

ing; they are bad when they are made a substitute for thought.

We believe we owe it to all who enter this building to ascertain and meet their needs with new attentive thought; we evade no demand upon our mental energies. . . .

To Canadian boyhood, Guy Fawkes' Day (November 5th) usually brings a good excuse for lighting a bonfire on the neighborhood vacant lot. Here many a purloined potato is thrust in the glowing embers only to emerge charred beyond recognition, yet eaten with relish.

"Callisthenes" writes of this fateful day in England.

. . . Guy Fawkes' Day is rooted deep in history and in the national humor. The date could never be changed. Any Home Secretary who tried would find himself a guy on November 5th.

It is characteristically English because it makes fun of what a more logical race would take solemnly. The people of Merry England—and there are millions more of them than politicians and novelists seem to suspect—have always laughed at their troubles. When Westminster was terrified of Napoleon, the men who were to break his power at Trafalgar and Torres Vedras and Waterloo were making jokes about him. They put him as they have put many a portentous figure since, on the top of the bonfire.

November 5th is more than an historical anniversary. It is a gesture that comes from the heart of the old England and the new England. As likely as not there will be a fantastic figure of the £1 on some village bonfire on Saturday, and the men who put him there will work none the worse on Monday. It will be the assertion of the ordinary Englishman that international finance is not going to make him down-hearted.

The Bowlers' Budget

A Colorful Analysis of the Eaton Mixed Five-Pin Bowling Situation
by G. W. "Robbie" Robinson

A digest of the first fifteen games of the 1937-38 season of the world's largest mixed five-pin circuit is replete with interesting facts. All of our five leagues are operating smoothly, the inevitable early season handicap worries are removed and all members can anticipate weeks of enjoyable recreation.

Bowling in No. 1 League has been of a high standard. "Professor" Quinn has infused sufficient pep into the ageing *Capitols* so that they possess a one-game lead. Bill Curry's *Olympics*, a revised edition of last season's "B" Division team, is certainly a well-balanced vehicle and shares second place with the *Roughriders*, who likewise are a nifty outfit. *Goolies* and *Mixers* are bracketed in third place, four games down. The *Goolies*, a team packed tighter than a can of sardines, have been averaging over 1,000 per game and will undoubtedly be serious contenders for the crown. Jim McCurry and Ole Westman, with averages of 227 and 224, are leading the men in this section, while the lady champ is once again the consistent *Lil Blondal*, who has a mark of 229 for six games. Siggie Breckman has an average of 199 to hold second spot, with May Hargreaves and Goodie Goodman deadlocked in third place with 194 each. The other pixilated Breckman sister has the distinction of rolling the high three games to date, a beautiful 803 effort. John Pilkington, the old Roughrider of the alleys, rolled a 783 count for a men's high record.

Knock Knocks have been telling 'em who's there in No. 2 League, with eleven wins and four losses. This gallant collection of skittlers had only one loss and Bill Patton's *Head Pins* one win when the two teams clashed on October 19th—so what! The *Head Pins* climbed out of the cellar at the expense of the leaders when they walloped them in all three games. Incidentally, "Head Pinner" Pearl Harper, looking as young and vivacious as of yore, completed her 1,186 consecutive game! The *Wrigleys* (unsponsored) are in second place with ten wins, and when Joe Soboden, of ten-pin renown, begins to feel that little ball, they should go places. The *Bronks* are potential leaders as they have nine wins and a postponed series to play. This aggregation is the strongest on paper in No. 2 League. A very peculiar state of affairs exists in the cellar, which is occupied by Geo. Johnson's *Twirlers*. This seems to indicate a lack of proper respect for our worthy president, who has certainly been trundling well himself, as his average of 212 proves. Miss G. Lynes with 197 and Miss E. Campbell with 189 are the best of the ladies in No. 2 League, while Bill Liver with 229 and R. Parker with 226 lead the men. Ernie Dryden's spectacular 789 is the best score recorded to date.

Bustems are in there like a burglar in No. 3 League, having twelve wins. Mary Daman's consistent bowling has contributed to their success. *Cardinals*, "E" Division champs of last

year, are in second place with ten wins. *Lil Esselmont* has been their mainstay, averaging 166. *Bingoers*, a new team, are tied with the *Imps* for third place and appear to be a formidable entry. Les Hawkley's *Hawks* swooped away at the start until shellacked in three games by the *Imps*. *Mills Bombs* had the misfortune to lose a series when they failed to field a team. Walter Mills, their chief, has turned in dazzling counts in each of his four evenings' play, the totals range from 632 to 713 and give Walter top spot in the averages with 220. *McFetridge* of the *Mayfairs* is in second spot with 198.

The *Pioneers* and *Teasers* are tied for the lead in League No. 4. Geo. Latimer, captain of the *Pioneers*, really seems to have something there this season and we predict a berth in the play-offs. The *Teasers* are a hustling aggregation carrying seven players on their roster and their objective is the grand championship. Harold Crawford and his *Brown Bombers* are hitting a good pace and are in second place, only one game in arrears, while four teams are bunched in third place only two games down on the leaders. This is the closest race in the whole club and will doubtless provide thrills aplenty. Peggy MacDonald, who organized the *Rookies*, has a fine average 220 to lead the ladies' group, and S. Foster with 190 is in second place. Harold Crawford, super *Brown Bomber*, is 'way out in front for the men with 220 and G. Richardson with 200 is runner-up.

Section No. 5, composed to a large extent of bowlers participating in league play for the first time, deserves praise for the commendable manner in which it has been operating. Outside of the fact that the *Jeeps* jumped away from the wire with their tails in the air to secure twelve wins, the race is very close. *White Hopes* and *Dumbells* share second place, only two games down, and what a natural it would be for the *White Hopes* to be lined up against the *Brown Bombers* in the championship roll-off! The *Dumbells* are not so dumb, although at first some of the players did not know whether you rolled the ball or kicked it. Gilbert Rosie, who captains this gas house gang, leads the league with 195, which is an outstanding performance in the whole club, considering Gilbert is a beginner. G. Hanson of the *Jewels* is second in the men's averages with 190. M. Course with 157 and F. Ogston with 153 are leading the ladies. We understand that there is fun galore in No. 5 League, and many of this year's beginners will be top-notchers in the near future. An outstanding event was that of five men hitting the 600 class on October 19th—Westmaccott 655, Taggart 632, Livingstone 631, Morrison 619, Hanson 601. This is nice going in any league.

—G.W.R.

"May we ever be able to serve a friend and noble enough to conceal it."—*Flash*.

TWO-WAY CHAMP!



Meet that whirlwind of speed—Fabian Mousseau! Fabian has the coveted distinction of holding two provincial championships in speed sports—the *Bicycle Championship* and the *Speed Skating Championship of Manitoba!*

This popular young athlete, who is a member of Department 1211, has many cups and medals for his other achievements on track and ice. He is now looking forward to the new season of speed skating. Last February he broke the record in a brilliant finish to win the championship.

Answer to "What is the Word?"
on Page Fifteen

The word is ALL.

BASEBALL WIND-UP A BRILLIANT SUCCESS

The annual wind-up and presentation of prizes to the Eaton Softball and Baseball Leagues was held at the Rose-land Dance Gardens on October 21st.

Honored guests were: Mr. and Mrs. B. C. Scrivener, Mr. and Mrs. A. D. MacDonell, Mr. and Mrs. E. Rogers, Mr. and Mrs. W. Curry, and Mr. and Mrs. Geo. Johnson.

Dancing was the order of the evening until 10.30 o'clock, when Mrs. B. C. Scrivener presented the prizes to the various winners, after which little Evelyn Cameron assisted by her older sister, Rosalie, presented Mrs. Scrivener with a beautiful bouquet of Briercliff roses. In a few well-chosen words Mrs. Scrivener thanked the executive and players for their kindness.

Dancing continued from then on, enlivened with the issue of paper hats and festoons.

Following were the prize winners in the order presented:

Rogues—Champs "A" Division and Store champs.

Gold Diggers—Champs "B" Division, Girls.

Sioux—Champs "A" Division (Boys) and Store champs.

Maroons—Champs "B" Division, Men.

Dodgers—Champs Hardball League.

—By Wm. N. C.

Now for Curling News!

At a large and enthusiastic meeting, held October 18th in the Men's Club rooms, plans were made to make this a bigger and better year in the *Eaton Curling Club*. The one-and-only Johnnie Laing was elected president for his fifth consecutive term, while "Fuzz" Cuthbert was named vice-president; George Paull, treasurer, and Ken. Sutherland, secretary.

Last year the club boasted some forty rinks, which makes it one of the biggest clubs of its kind in Manitoba. This year it is hoped the club will grow, and any new curlers are urged to send in their names to any of the above executive. If you are not already on a team, that will be arranged. Ice will be available at the Granite Curling Rink on Tuesdays and Wednesdays at 6 p.m., and on Wednesday afternoons at 2.30. So tell us when you wish to curl, and let's make this a big year. Last year's members, get your teams lined up and your entries in as soon as possible.

The Annual Smoker will be held at the Granite Club on the first Saturday night that ice is available. Watch for the date, and don't miss this treat. New members and old members are equally welcome, and it's a great chance to get acquainted.

Dodgers Are Champions!

Defeat Giants in 5-3 Battle to Win Eaton Baseball League



Back Row, left to right—"Bobby" Benson, manager; Geo. Dale, pitcher; Matt. Hammond, C.F.; Geo. Humphries, utility; Geo. Brown, 3rd base; Jim Sculthrop, 1st base; Bill Taggart, utility.

Front Row—Nelson Miller, pitcher; Jimmy Davis, L.F.; Ed. Anderson, catcher and captain; W. Millar, R.F.; Geo. Argue, S.S.; Howard Dale, 2nd base.

The Hard Ball League has just completed a most successful season. Playing all their games at Wesley Park, where the grounds were always in good shape and fair-sized crowds attended the games.

Dodgers went through the first series without a loss being chalked up against them, but the second series went to the Giants after a close finish. In the final play-offs Dodgers won the first game, Giants the second and Dodgers took the third game, 5 to 3, for the championship. This marks the fourth play-off the Dodgers have appeared in.

Above is pictured the Dodgers, who come from Mr. Steen's (Drivers) department. This year their team was built around such well-known veterans of the league as Matt. Hammond in centre field; Jim Davis in left field, and the Dale brothers, Howard at second base and George on the mound.

Coach Bob Benson worked hard with the youngsters, and, put together with the old hands, they left little to be desired. The battery of Nels Miller and Ted Anderson worked well at all times. Miller is a newcomer to the league and has had a good season, ably sup-

ported by the aforementioned good old reliable George Dale. Anderson played heads up ball behind the plate, while he was always dangerous with the bat. In addition to his playing he also did a fine job of managing the team and worked in unison with his coach to the successful conclusion of capturing the pennant for 1937.

—Bill Clay.

"Has the depression in agriculture hit you yet?"

"It certainly has. I've sent the wife back to her mother, the three children to the Orphans' Home, and I've sold the dog."

"I say, old man, that's too bad."

"Yes, and if things get any worse I'm afraid I'll have to sell my car."

* * *

"I think you stock mascots," said the man in the big store. "I want a little devil for my car."

"Certainly, sir," replied the shopwalker. "Miss Smith, forward, please."

* * *

A doctor said to his daughter: "Did you tell the young man that I think he's no good?"

"Yes," she replied, "but it didn't impress him. He said it wasn't the first wrong diagnosis you had made."

—"Key of the House," Selfridge's.

Specialty Dishes

By Louise Martin, B.Sc., H.Ec. (Eaton Dietitians)

In the heart of every true homemaker lies the desire to be a good hostess. Whether you aspire to entertain formally, or merely to gather a few congenial friends around your table, or perhaps just to give your family a special treat once in a while—you will want to prepare some one food superlatively well. Perhaps you will find one specialty dish that appeals to you in this selection. Each one is delicious and not hard to prepare.

Shrimp Newburg

2 T. butter.	$\frac{1}{4}$ cup milk.
1 $\frac{1}{2}$ T. flour.	2 cups cooked
$\frac{3}{4}$ tsp. salt.	shrimps.
Few grains cayenne.	2 egg yolks.
$\frac{1}{2}$ cup cream.	1 T. sherry flavoring.

Melt butter, add flour, salt and cayenne, mix well. Add cream and milk gradually and bring to the boiling point, stirring constantly. Add shrimps. Just before serving add the beaten egg yolks and flavoring. Serve on rounds of puff paste or toast squares. Garnish with parsley and thin strips of pimento.

Fruit Salad with Pineapple Dressing

1 grapefruit.	1 banana.
3 oranges.	3 slices pineapple.
$\frac{1}{2}$ lb. Malaga grapes.	

Peel grapefruit and oranges. Remove sections, discarding the white membrane. Cut bananas and pineapple in small pieces. Skin grapes and remove seeds. Mix all the fruit together. Drain. Pile lightly on heart leaves of lettuce. Serve with pineapple dressing.

Pineapple Dressing

4 T. flour.	1 T. butter.
3 T. sugar.	2 eggs.
Juice from 1 can of sliced pineapple.	1 cup cream, whipped.

Mix flour and sugar, adding pineapple juice a little at a time, until the mixture will pour. Heat remaining juice and add flour mixture. Cook directly over fire, stirring until slightly thickened. Place over hot water, add butter and well-beaten eggs. Cook again until quite thick, stirring constantly. Chill. Fold in whipped cream just before serving.

Pumpkin Ice Cream

$\frac{2}{3}$ cup sweetened condensed milk.	1 tsp. ground cinnamon.
$\frac{3}{4}$ cup cooked pumpkin.	$\frac{3}{4}$ tsp. ground ginger.
2 T. orange juice.	$\frac{1}{3}$ tsp. ground cloves.
$\frac{1}{4}$ tsp. salt.	1 cup whipping cream.

Combine all ingredients except cream and chill whip cream to custard-like consistency and fold into pumpkin mixture. Place in tray of electric refrigerator and freeze.

Spaghetti and Chicken Salad

$\frac{1}{2}$ lb. spaghetti.	$\frac{1}{2}$ cup mayonnaise or boiled dressing.
2 cups diced cooked chicken.	2 T. chopped ground pepper.
1 cup chopped celery.	1 T. minced pimento.
1 T. grated onion.	1 T. capers.
1 tsp. salt.	

Cook spaghetti until tender. Drain and chill. Add remaining ingredients and mix lightly. Serve on lettuce and garnish with chopped hard-cooked eggs.

Chocolate Fudge Pie

3 eggs.	2 T. melted butter.
$\frac{3}{4}$ cup sugar.	$\frac{1}{4}$ tsp. salt.
$\frac{3}{4}$ cup white corn syrup.	1 tsp. vanilla.
2 squares bitter chocolate.	1 cup walnuts, coarsely chopped.

Melt butter and chocolate over hot water, add syrup and cool. Beat eggs with sugar and combine mixtures, adding remaining ingredients and pour into unbaked pie shell. Bake at 350 deg. F. for 40 minutes.

Sardine Appetizer

$\frac{1}{2}$ cupful sardines, drained and minced.	$\frac{1}{2}$ tsp. grated onion.
4 T. chopped stuffed olives.	$\frac{1}{2}$ T. chopped parsley.
	$\frac{1}{2}$ T. lemon juice.
	1 $\frac{1}{2}$ T. cream.

Combine the above ingredients and serve on toast fingers or cocktail biscuits.

Bacon and Tomato Grill

Spread rounds of toast with anchovy paste. Place a slice of grilled tomato on each round of toast. Cover tomatoes with scrambled eggs and grilled bacon. Garnish with thin slices of green pepper.

Afternoon Tea Dainty

Beat the white of one egg until firm. Add 2 T. powdered sugar and continue beating until stiff. Add to this mashed cooked prunes or dates and chopped walnuts to form a thick paste and spread on graham wafers or soda crackers. Place in a slow oven until brown.

Toast Brownie

$\frac{1}{4}$ cup orange juice.	$\frac{1}{2}$ cup sugar.
Grated rind of 1 orange.	6 slices toast.

Mix orange juice, rind and sugar well and spread on hot buttered toast. Put in oven or under broiler to brown.

Peanut Tea Biscuits

2 cups flour.	4 T. butter.
5 tsp. baking powder.	2 eggs. Milk.
$\frac{1}{2}$ tsp. salt.	$\frac{1}{2}$ cup chopped peanuts.
1 T. sugar.	

Sift dry ingredients, work in butter and add peanuts. Beat eggs and add enough milk to make $\frac{2}{3}$ cup. Add this gradually and form dough into shape and roll to $\frac{1}{2}$ inch thickness. Cut with cookie cutter. Brush tops with milk and bake in hot oven (450 deg. F.) 15 to 20 minutes.

FALL RE-UNION

*Informal Eaton Dance Well Attended
as Autumn Season Advances*

Saturday evening, October 23rd, will live long in the memories of many Eaton employees and their friends, in recalling the gayer side of life, as being a social evening well enjoyed. The affair was ably organized by Mr. Jack Stewart, the leader of the dance committee, assisted by Messrs. E. Graydon, Department 211; J. Drake, Department 213; S. Savage, Department 154A; and Pat. Rafferty, Department 206. It was such a success that the social horizon is already being brightened by plans for a like event to take place at a later date, probably after the rush of Christmas buying is over or sometime during January.

The dance was held in the Blue Room of the Marlborough Hotel, beginning at 8.30 p.m. sharp. The Actimist Orchestra provided smart, snappy modern music. One of the highlights of the evening was the professional three-act floor show held during an intermission in the dance, from 10.30 to 11 p.m., providing some diversified and well-presented entertainment.

The well known artists mentioned in the order of their appearance are listed as follows: Miss Phyllis Boulton, the "Personality Girl," in a spicy song and step-dance number; Messrs. Hartley and Collins in breath-taking feats of balancing and strength, followed by the "Royal Trio," made up by the two aforementioned gentlemen and Miss Row. Pearl Hales and "Buddy" Stevens, the concluding artists, wound up this part of the evening's entertainment with a piano-accordion song and dance number.

The dance continued until midnight, when the orchestra played "The King."

"Four years of college and a degree do not make an educated man. Education is an attitude of mind and not just an accumulation of facts. If when you leave college you say 'my education is finished,' you are really chloroforming yourself. You are mentally dead."—*Hon. L. J. Simpson, Minister of Education for Ontario.*

STOP PRESS!

*Congratulations to Evelyn
Goshawk!*

October 26th, Miss Goshawk, Winnipeg's noted sprinter and broad jumper, received the glad news that she had been chosen as a member of the seven-girl team to represent Canada at the British Empire games in Australia next summer.

Miss Goshawk is on the staff of Department 207 (Gloves and Hosiery), and her fellow Eatonians are justly proud of her achievement!

CALLING ALL CAMERA ENTHUSIASTS!

Men interested in photography are cordially invited to attend a meeting of the *Camera Group* (Eaton Men's Club) to be held on Monday, November 8th, at 8 p.m., in the smoking room, Valois Block, St. Marys Avenue at Hargrave.

There will be an exhibition of natural color movies and descriptive lecture by Mr. West. All members are invited—bring a friend. If you would like to join this progressive little group in pursuit of a fascinating hobby, see Mr. Hawkins (Camera Counter) or Mr. Wilson (Typewriter Repairs).

Next meeting of the *Eaton Men's Club* will be on Monday, November 15th, at the Marlborough Hotel.

Speaker: Col. H. J. Martin, late of the Royal Canadian Mounted Police.

Subject: "Reminiscences."

Tickets at Time Offices on and after November 4th.

"One either carries on or drowses and lets the world go by. My purpose now at 82 is not to reach the maximum of years but of output."—*Sir William F. Petrie.*

*It's Coming! The Big Event
Men Have Been Waiting For!*

EATON GOLF CLUB
ANNUAL BANQUET
and Presentation of Prizes

to be held at the

Fort Garry Hotel Concert Hall
Seventh Floor

Tuesday Evening, November 9th

Dinner at 6.30 p.m.

Always one of the most thoroughly enjoyable events of the year, the committee announce a programme of original and sparkling entertainment for the 1937 wind-up! New features are being planned that will be as thrilling as a hole-in-one to a "C" Class golfer!

Moray Sinclair will be master of ceremonies and Bill Lord's peppy all-Eaton orchestra will be in attendance!

Get your tickets early from members of the committee, the Time Office, or Stan. Carter, secretary.

THE **T. EATON CO.**
WINNIPEG LIMITED CANADA